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Can Rural Areas Development

Help YOUR Community?



PA 478
Federal Extension Service
U.S. Department of Agriculture



HOW IS YOUR AREA DOING?

Is your community keeping up or lagging behind the rest of your State and country?

Is unemployment or underemployment a problem in your area?

Are low incomes and lack of economic opportunity causing many of the families in your area to move away?

"In some rural areas the general level of economic activity and family income is so low, and the lack of community facilities so acute, that a complete new development operation is the only sensible solution—a program of rural renewal."—President Kennedy



Rural Areas Development *Can help!*

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IT'S A FACT that many of our rural areas don't have enough full-time jobs for people who want and need to work. Is your area one of these? If so, you may be interested in learning how you can help make it a more desirable and prosperous place to live . . . a place that can attract new industry and hold its young productive citizens.

Untapped Resources

Many areas have untapped human talents and physical resources. A fine climate, a good labor supply, potential tourist attractions, may be awaiting discovery. The secret is in getting local leaders and all citizens behind a program that will use these resources effectively.

What Is RAD?

Rural Areas Development (RAD) offers help in organizing, educational leadership, and technical aid that you and other local leaders may need to improve your area. RAD is a nationwide effort supported by the U.S. Department of Agriculture. It is designed to help local groups, State agencies and private organizations develop the total resources of rural areas. It aims to help increase incomes, improve standards of living, and make more jobs available.

How To Get Moving

First a few local leaders may get together to discuss the possibilities of a long-range program of area development.

Your county Extension office will help you set up a development committee. This may represent interests such as farming, churches, business and credit groups, organized labor, news media, schools, county and town governments, women's clubs, health and welfare groups, and other groups broadly representative of the area's population.

Your county Extension agents can then help this development committee organize the RAD program for your area. They'll follow up with assistance in analyzing your needs, your resources, and future development possibilities. Later, working with other agencies, they'll help you implement an action program.

WHO might be on the Development Committee . . .



INVENTORY Your Situation



NOW YOU'RE ORGANIZED and ready for action. One of the first things your committee will need is a careful inventory or survey of the area's resources. The survey should show something about:

- ***The people***—Their number, sex, age, education, training and skills, attitudes, handicaps, customs, etc. This will show the labor resources.
- ***Natural resources***—Agriculture, soil, water, climate and topography, forests, minerals, and natural attractions.
- ***Institutions***—Schools, churches, financial, libraries, civic organizations, government, health and welfare agencies.
- ***Facilities***—Housing, hospitals, power, transportation and recreation.
- ***Industry and trade***—Market facilities, processing, manufacturing, local business.

PUT THE SURVEY TO WORK. The committee can use the survey as a solid foundation on which to build the future of your area. With this information at hand, the members are in a much better position to analyze the area's strong points, weak points, and potential for economic development.

Then the committee will work closely with USDA agencies and others to formulate and carry out a program of sustained economic development. The program should involve a combination of activities using your area's available resources.

Where To Get Help

You can receive important help in developing your area through the Rural Areas Development program from the U.S. Department of Agriculture and cooperating State agencies. Here are some types of help you can get and the USDA agencies with local representatives who can assist you:

The *Extension Service* will help you in organizing rural area development committees; give educational leadership in analyzing needs, resources, and development potentials of the area; and assist in putting your program in action.

You can reach all of the USDA or other Federal agencies through the *Farmers Home Administration*. FHA also offers credit and employment counsel; loans for making adjustments in farming operations; and rural housing loans.

See the *Rural Electrification Administration* for technical help and counsel on industrial and commercial development; loans for plumbing facilities, wiring, and electrical equipment including machinery.

The *Soil Conservation Service* offers technical aid in developing soil and water resources; information and help in watershed planning.

Ask *Forest Service* for technical assistance in developing forest resources and forest industries.

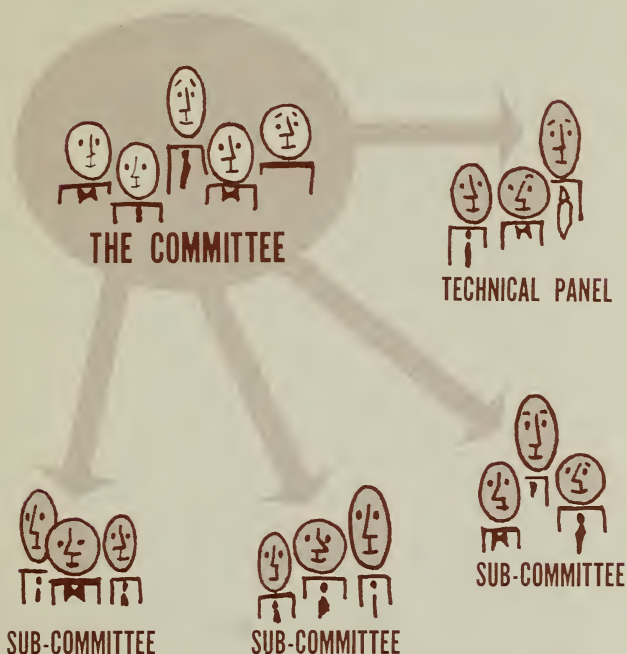
See *Agricultural Stabilization and Conservation Service* for assistance in cost-sharing programs for conserving and developing land resources; proposals for utilizing farm commodities; information on fullest use of production potentials in low income areas.

In addition, the following USDA agencies can give assistance with research which may be useful to your committee: Economic Research Service, Farmer Cooperative Service, Agricultural Marketing Service, Agricultural Research Service, and Statistical Reporting Service.

Other Sources Will Help—

Other U.S. public agencies which can also contribute important services in some fields include: Area Redevelopment Administration, U.S. Department of Commerce; U.S. Small Business Administration; U.S. Department of Interior; and U.S. Housing and Home Finance Agency.

The Local RAD Committee Works This Way . . .



The local Rural Areas Development Committee is made up of leaders from civic, farm, business and other interested groups. Perhaps a dozen or so men and women who are known and respected in the community will serve on it.

A technical panel from agencies of the Department of Agriculture stands by, ready to assist when the Development Committee calls on them. These trained personnel are expert in varied fields, such as credit, conservation, home management, farming, recreation.

Sub-committees of local citizens who are interested and willing to work hard will carry out special projects under the general direction of the Development Committee. Each group specializes in a particular field such as industrial development, agriculture, housing, employment, etc. These sub-committees are the vital, functioning cogs in the machinery working toward the area's total economic development.

It's Still up to YOU!

A successful Rural Areas Development program calls for a concerted effort by all groups, agencies, organizations and individuals in your area. You will be able to call upon many public and private agencies for help. But in the final analysis, community or area improvement must stand or fall on the enterprise, imagination and drive of local people.

So . . . the success of such a program is still up to YOU.

FOR MORE DETAILS . . .

Local representatives of the U.S. Department of Agriculture agencies listed in this folder can provide you with more "how-to-do-it" details to help your community improve itself through the Rural Areas Development Program.

Cooperative Extension Work: United States Department of Agriculture and State Land-Grant Colleges and Universities Cooperating.

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